



2020 DISTRACTED DRIVING  
ENFORCEMENT CAMPAIGN  
**MEDIA WORK PLAN**



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# Executive Summary

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The 2020 Distracted Driving campaign will deploy a multi-platform approach using a mix of television, radio, digital and social media outlets to deliver NHTSA's safety messages effectively and efficiently to NHTSA's target audience.

The General market television strategy will use linear television, bought programmatically, to take advantage of the efficiency this buying method affords. The television plan will rely more heavily on [connected TV/over-the-top](#) (CTV/OTT) as part of the television plan due to the continuing loss of audience that linear television is experiencing. Using CTV/OTT will also help to reach cord-cutters/cord-nevers — consumers who no longer or have never subscribed to a traditional cable or satellite television package.

The Hispanic/Spanish language portion of the plan will use CTV/OTT exclusively due to its heavy use by this target group and the fact that the budget does not support the use of linear Spanish language television.

Radio, with its heavy in-vehicle use, is a tactic that will be used via terrestrial networks in English and Spanish, and will be supported by audio streaming from suppliers such as Pandora and Spotify. In addition, a number of target-appropriate podcasts will be included in the radio plan, as the popularity of this medium continues to grow.

The digital portion of this plan will build off of the success of the traditional media tactics, increasing reach, frequency and effectiveness. The digital media plan will include custom native content via publisher partners, programmatic video, display and social media channels.

## Media/Marketing Background

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### **Advertising Period**

Paid advertising will run from Monday, April 6 to Monday, April 13 – an eight-day flight period.

### **Working Media Budget**

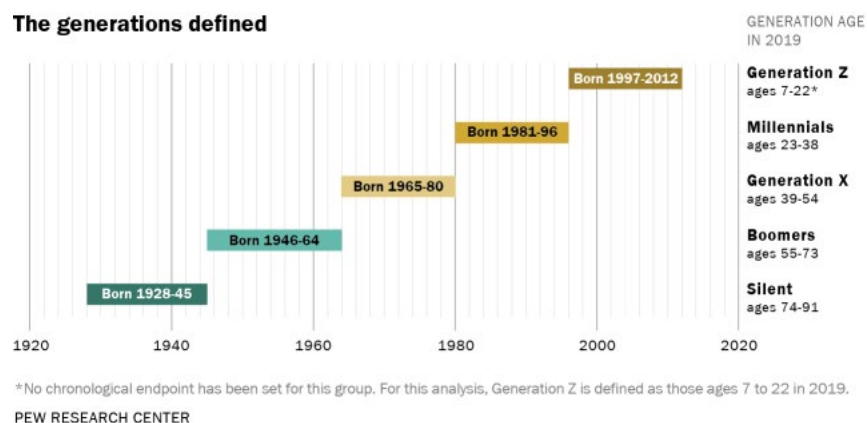
Total Media Budget: \$5,000,000.00

### **Target Audience**

The target demographic is men and women 18-34 years old with a slight female skew. This audience covers the General market, as well as the Spanish language-reliant Hispanic market.

## A Note on Generations

The 18- to 34-year-old target audience is now comprised of two generational cohorts of Americans that demographers use to study behavior – Gen Z (18-23 years old) and Millennials (24-34 years old). While generational cutoffs are not an exact science, they provide a useful tool to analyze changes in views over time and how different formative experiences (world events and shifts in technology, economic conditions and social perspectives) impact attitudes. Different researchers use slightly different generational definitions in their work; however, in general, we will consider Millennials to be those born between 1981 and 1996 and Gen Z to be those born between 1997 and 2012 as defined by the Pew Research Center.



## Geography

The campaign will be national in scope and have no local or regional emphasis. National placement will be handled via network partners for television and radio and full national coverage with digital and social outlets. This allows the states to use local affiliates and networks (e.g., WJLA ABC7) to place their local buys on appropriate local or regional dayparts and programming.

## Media Selection and Rationale

We recommend considering the following vehicles for this plan:

### Television

Linear television via:

- ▶ **Audience Targeting** – High target audience indexed programming across a large number of networks (program-level targeting)
- ▶ **Programmatic** – Automated buying using robust research to reach the target audience with minimal waste (network-level targeting)
- ▶ **CTV/OTT** – This advanced television advertising solution will offset the loss of viewership to linear network television

### Radio

Due to its heavy in-vehicle use, radio will be considered for this campaign via:

- ▶ Terrestrial
- ▶ Podcasts
- ▶ Streaming Audio

## Digital/Social

The digital/social plan will:

- ▶ Focus on mobile device message delivery
- ▶ Use a social-first strategy

The media landscape is rapidly changing, presenting both new opportunities for message placement as well as challenges to reach audiences in a fragmented landscape. Content creators, owners and distributors are making more video content available online.

Terrestrial radio is seeing a resurgence. Podcasts continue to grow in popularity and audio streaming continues to provide significant reach with the distracted driving target audience. Social advertising is considered the most relevant by the audience and the anytime access of digital content on smartphones makes mobile a critical delivery medium.

The media plan will deliver reach against the target audience through the use of multiple platforms and will build frequency by concentrating the advertising effort into a short eight-day flight. The flight is scheduled to coincide with the nationwide high visibility enforcement (HVE) effort.

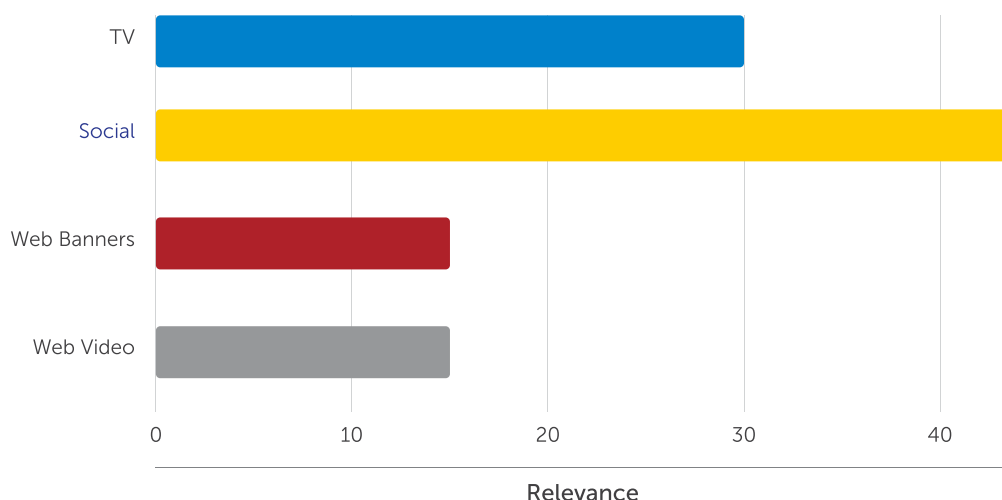
## Advertising Medium Relevance

The target audience accounts for about 25% of the total U.S. population.

The Hispanic target audience represents a slightly higher percentage, with an estimated 27% of the U.S. Hispanic population falling between the ages of 18-34 (Source: U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates).

When we look at the advertising relevance, Millennials view ads on social sources as the most relevant. Interestingly, linear television is a strong second, and well above website banners and streaming video.

**Exhibit 1: 18-34 year olds - Ad Relevance by Medium**

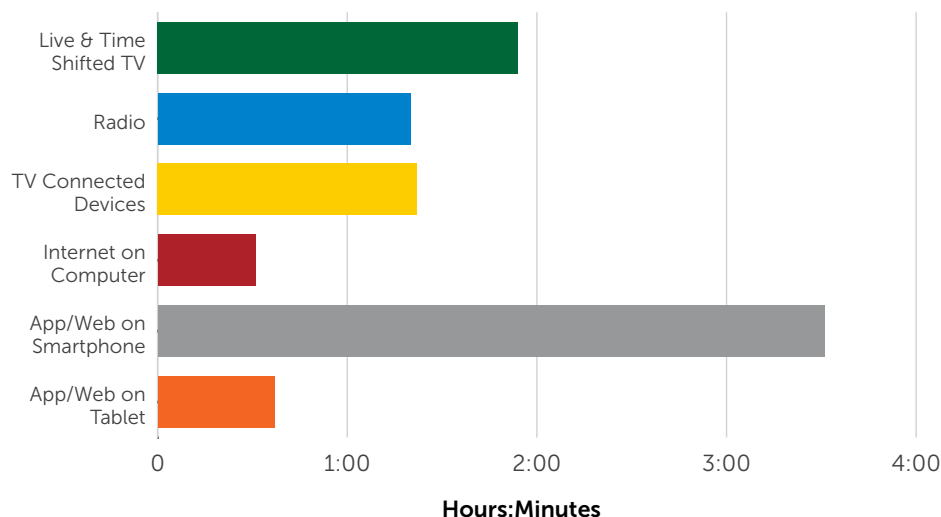


Source: ADI Ad Survey 2018

## Media Time Spent

Overall time people 18-34 spent engaged with media increased year over year by more than 30 minutes – from 8 hours, 45 minutes in Q1 2018 to 9 hours, 16 minutes in Q1 2019, according to the Nielsen Total Audience Report for Q1 2019. They spent the most time with smartphones, which have a 90%+ market penetration among the target demographic. Television, including live and time-shifted TV as well as connected TV devices, is a close second in terms of total media time spent for this group.

**Exhibit 2:** Daily Hours:Minutes of Usage - Ages 18-34



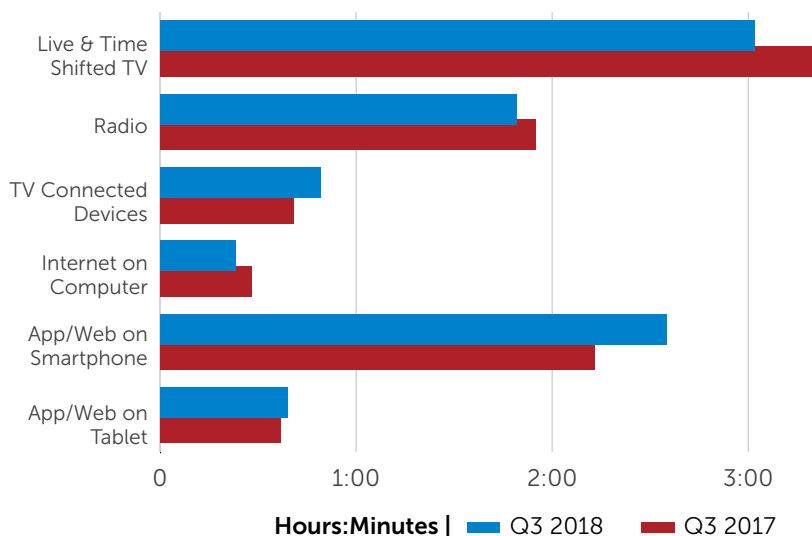
Source: Nielsen Total Audience Report Q1 2019

## Hispanic Media Time Spent

While live TV viewing decreased among Hispanic adults aged 18+ (-19.4%), especially for our target audience, video focused app/web use on a smartphone increased by 55% to 17 minutes per day from Q3 2017 - Q3 2018. Nielsen's total market report shows that growth in daily media time spent among Hispanics adults has been driven by mobile and connected devices.

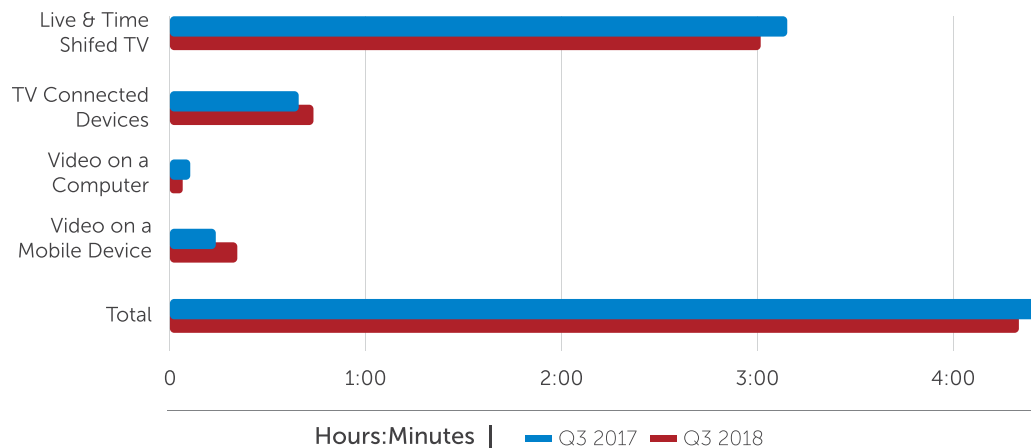
Overall, the Hispanic audience consumes media from a variety of different angles and is "always on" – users aged 18-34 over-indexed the general public by 282 points when it came to rating how connected they'd like to be – with almost 68% stating they liked being connected all the time whether by phone or online.

**Exhibit 3:** Average Time Spent per Day - Hispanic Adults



Source: Nielsen Total Audience Report Q3 '17 & Q3 '18

**Exhibit 4: Average Time Spent per Day on Video - Hispanic Adults**

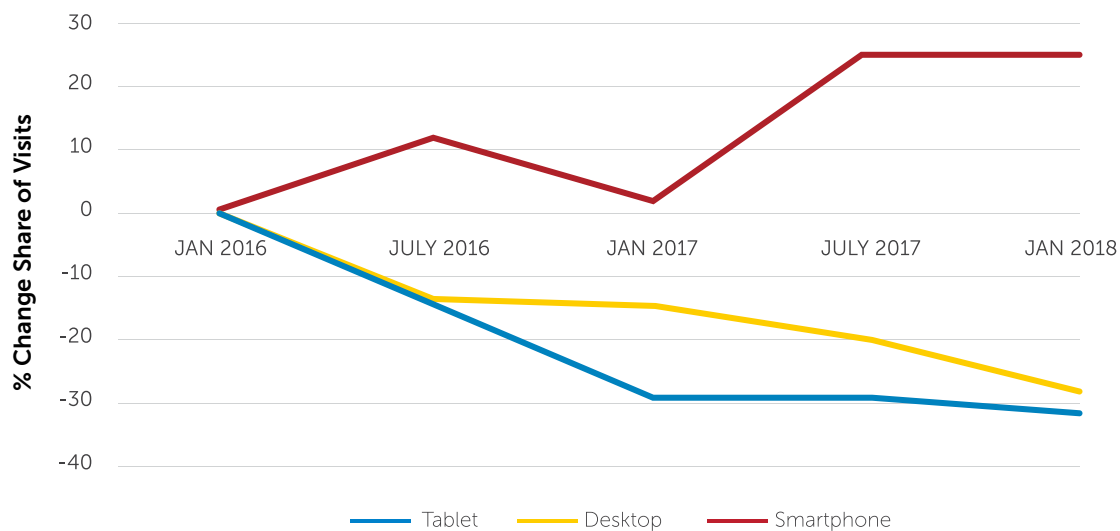


Source: GfK MRI Spring 2019

## The Mobile Opportunity

For our target audience, the importance of mobile devices is clear. For the distraction campaign, this reliance is in fact part of the challenge that NHTSA confronts. As the share of online visits from smartphones continues to rise for 18-34 year olds, and the time spent with content on mobile devices grows, delivering effective messaging via the smartphone is an imperative for the campaign to ensure we reach this target audience.

**Exhibit 5: Device Visit Trend**



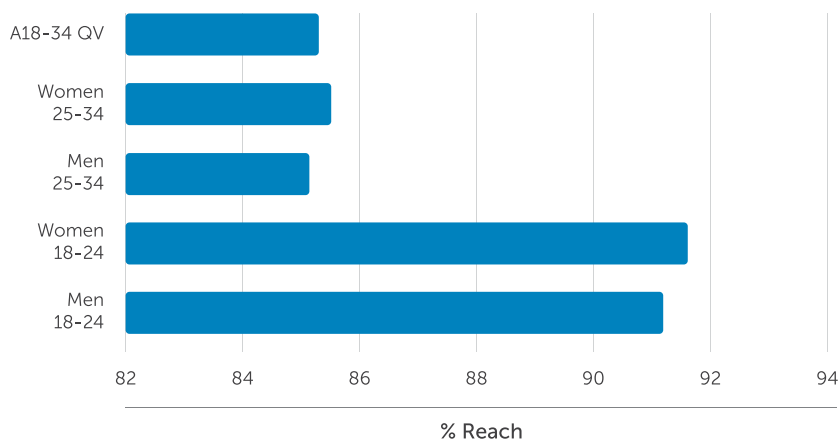
Source: Adobe Analytics

# Television/Video

The traditional definition of TV is shifting to include digital channels such as Netflix, Hulu and Amazon Prime. For NHTSA, this means expanding the consideration set for video beyond linear television to reach our audience.

According to the 2019 GFK MRI Spring survey, which examined the total media landscape and consumer habits in the United States, the reach of streaming video services across the demographics of men and women aged 18-34 is excellent – reaching more than 85% of even the lightest users (A18-34 Quintile V (QV)).

**Exhibit 6: Reach of Video Streaming Services**



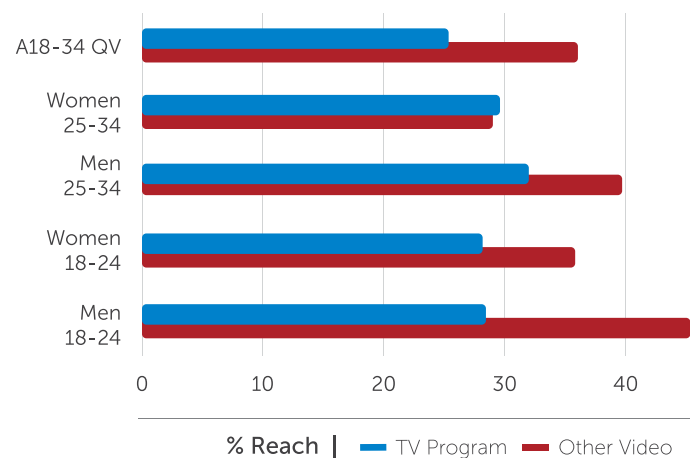
As for video advertising, connected TVs have the highest ad completion rates (90%). This compares to a video completion rate of 64% for desktop video and 66% for mobile.

## Hispanic Video:

Hispanics are more likely to watch digital video than any other population. According to a March 2019 eMarketer Report, 75.9% of the Hispanic audience watches online video (OLV) at least once a month. They are also more active on video streaming sites than other U.S. Internet users. GFK MRI's Spring 2019 survey estimates that 75-90% of the target audience – around 13.5+ million Hispanics – have used a streaming video service in the last 30 days – with video platforms such as YouTube proving to be the most popular.

Video consumption is also found online where we see Internet activities that include "Watching a TV Program Online" and "Watched Other Online Video".

**Exhibit 7: Internet Activities - Watch Video**





## Television Strategy

The television plan will use a combination of linear television, bought programmatically due to its better targeting capabilities and efficiency, as well as CTV/OTT to align with television usage by the target audience. The plan will skew toward the use of CTV/OTT due to the time spent with the medium, its reach potential and high video completion rates.

Due to the heavy use of mobile devices, we will also use TV Everywhere, which allows consumption of television content from a cable provider on a device, to round out the television effort. Combining the power of digital advertising with the premium content of traditional television, this tactic nurtures a compelling environment for viewers to engage with the NHTSA distracted driving message.

Through the use of CTV/OTT and TV Everywhere, NHTSA will be able to achieve extensions and differentiation from linear TV schedules in a variety of ways. Notably, with the technology that's available, active campaigns have the ability to report on how many unique users were exposed to messaging throughout the campaign life cycle and how often those consumers are reached. This allows for in-flight optimizations to reach the desired frequency level for maximum effectiveness. This is especially important for this short flight (eight days).

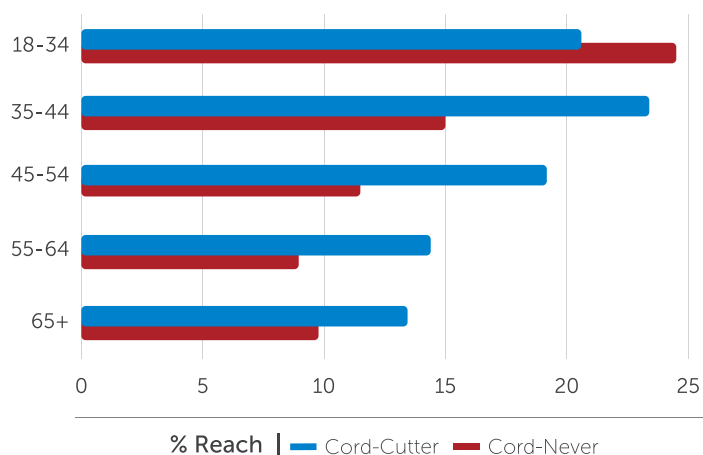
CTV/OTT and TV Everywhere also allow for layering of third-party audience data (from offline and online partners), providing a means for more accurate targeting, lowering potential waste.

A large majority of the audience falls into the cord-cutters, cord-shavers and cord-never categories and CTV/OTT and TV Everywhere have the unique ability to reach them. As cord-cutting accelerates, it has become increasingly important to expand NHTSA's presence on these platforms to reach the growing audience that does not subscribe to these services.

Overall, television viewership is not declining – audiences are merely evolving in the ways they are watching television. CTV/OTT and TV Everywhere have compensated for a

large part of the primetime TV ratings decline, as audiences are replacing traditional TV with these on-demand platforms. Research from Freewheel, a Comcast company that provides comprehensive ad platforms for publishers, advertisers and media buyers, found that viewers treat CTV/OTT and TV Everywhere viewing just like traditional TV – watching a large amount of live streamed content and tuning in mostly during the popular, primetime TV hours. Therefore, advertisers who solely broadcast messaging across linear TV will miss out on the audiences who are watching the same content during the same time period, but on a different platform.

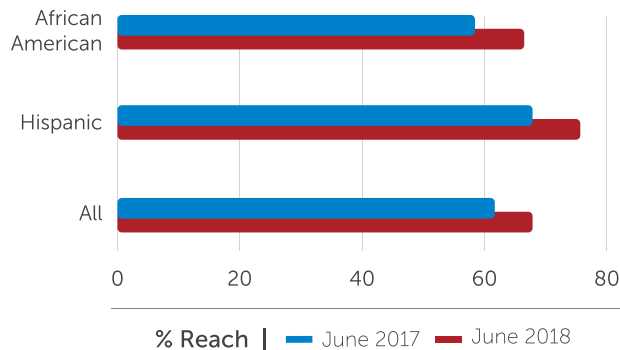
**Exhibit 8: Homes with Younger Heads of Household are More Likely to be Cord-Nevers than Cord-Cutters**



## Hispanic TV

Hispanics aged 18-34 are increasingly moving away from traditional television viewing and over-indexing against the total population when it comes to turning to non-traditional sources for their daily consumption habits. CTV/OTT are the most popular sources for non-linear television viewing. The television/video plan will use CTV/OTT to align with television usage by NHSTA's younger Hispanic target audience.

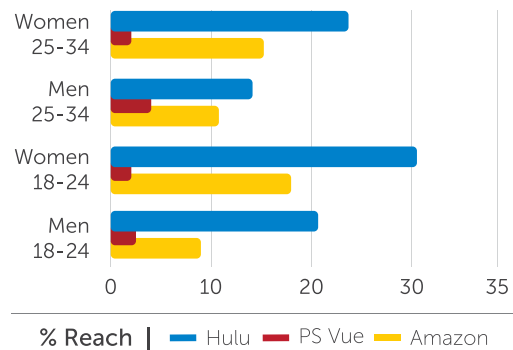
**Exhibit 9: Internet-Enabled TV-Connected Devices Household Access Percentage**



Source: Nielsen Total Audience Report - Q2 2018 / 2017 AHAA Hispanic Market Guide

Video-on-demand streaming platforms such as Hulu provide good reach potential for the 18-34 Hispanic demographic. Hulu presents a prime opportunity to reach millions of young Hispanic viewers – it is increasingly drawing in U.S. Hispanics, with the platform over-indexing against traditional cable and broadcast viewing when it comes to the 18-34 range.

**Exhibit 10: Hispanic OTT - Potential Percentage Reach**



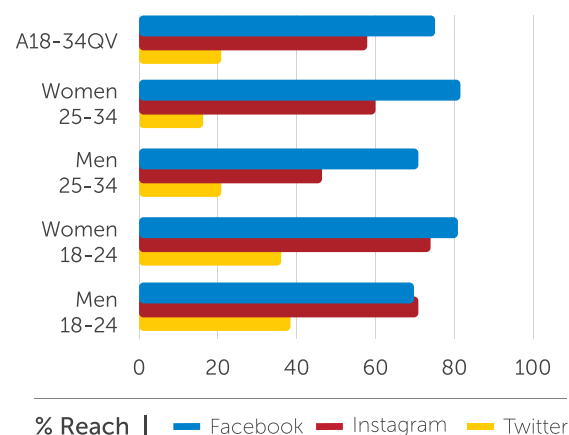
# Paid Social Media

Social media's perceived ad relevance among the target audience, combined with its ability to provide a high amount of reach (see Exhibit 11), makes it a strong vehicle to reach the distraction campaign audience. Facebook and Instagram represent the highest reach potential among the social sites and also reach those light television users (A18-34 QV).

## Hispanic Social Media

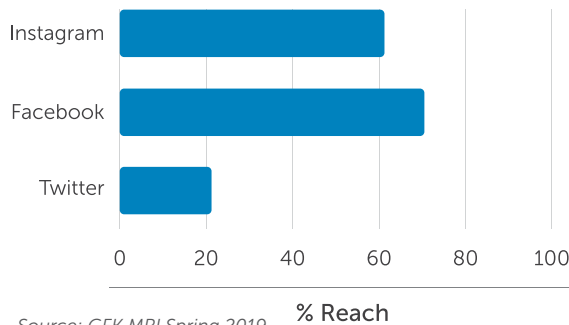
Social media also allows us to efficiently reach and engage NHTSA's Hispanic audience, which over-indexes on social media and mobile consumption (eMarketer 2018). According to a Winter 2019 MRI Simmons study, 51.7% of Hispanics aged 18-34 check their social media three or more times a day, over-indexing the general sample by 38 points. Exhibit 13 below shows the high reach of various social properties with a Hispanic audience, whereas Exhibit 12 reconfirms the reach potential of social properties specifically to Hispanic adults 18-34 years old.

**Exhibit 11: Social Site Percentage Reach**



Source: GFK MRI Spring 2019

**Exhibit 12: Hispanic Adults 18-34 Social Percentage Reach**



Source: GFK MRI Spring 2019

**Exhibit 13: Social Networking - Largest Multiplatform Digital Properties among U.S. Hispanics**

Rank	Property	Unique Visitor in Thousands	Percentage Reach	Hispanic Composition	
				Percentage	Index
1	Facebook & Messenger	29,781	84.2	14.7	106
2	Twitter	17,468	49.4	15.8	114
3	Snapchat	17,120	48.4	18.0	129
4	Linkedin	13,675	38.6	13.2	95
5	Pinterest	12,251	34.7	14.2	102
6	Tumblr	6,476	18.3	18.3	131
7	Google+	6,322	17.9	13.7	98
8	Reddit	5,829	16.5	13.8	99
9	Goodreads.com	2,262	6.4	14.9	107
10	DeviantArt.com	1,142	3.2	13.4	96
<b>Total Internet: Hispanic All</b>		<b>35,356</b>	<b>100</b>	<b>13.9</b>	<b>100</b>
<b>Social Media - Social Networking</b>		<b>31,294</b>	<b>88.5</b>	<b>14.6</b>	<b>104</b>
<b>Instagram</b>		<b>20,646</b>	<b>58.4</b>	<b>17.0</b>	<b>122</b>

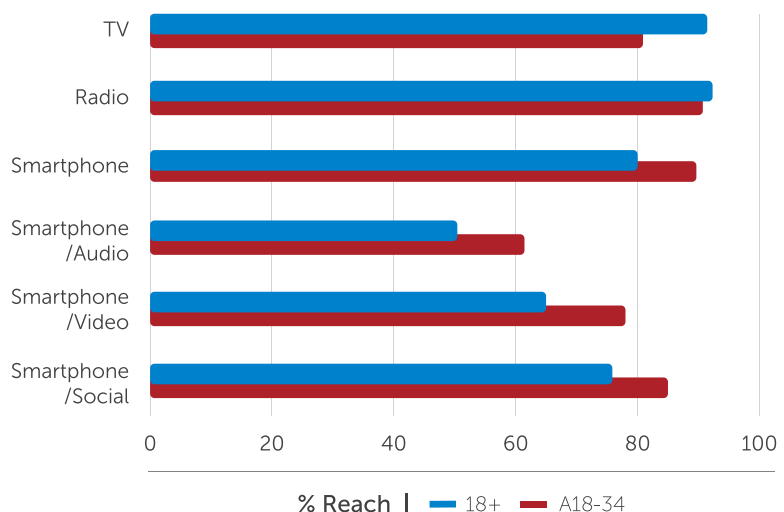
Source: Comscore June 2017. Multiplatform data include both desktop and mobile platforms, and are inclusive of website, video and app content.

# Radio/Audio Streaming

Audio is experiencing a new golden age as new formats and distribution models emerge. Podcasts, for example, are rapidly growing in popularity while radio, the original audio provider, continues to reach more Americans each week than any other media platform.

According to the Nielsen Total Audience Report for Q1 2019, the weekly reach of radio among people 18-34 years old is 90%. This represents the highest overall reach of any single medium.

**Exhibit 14: A18+ vs A18-34 Reach Potential**



Source: Nielsen Total Audience Report Q1 2019

Podcasts, which have exploded in popularity, provide another avenue to reach our target audience with audio assets. Research conducted by Westwood One and Audience Insights, Exhibit 15, indicates that podcast listeners skew male.

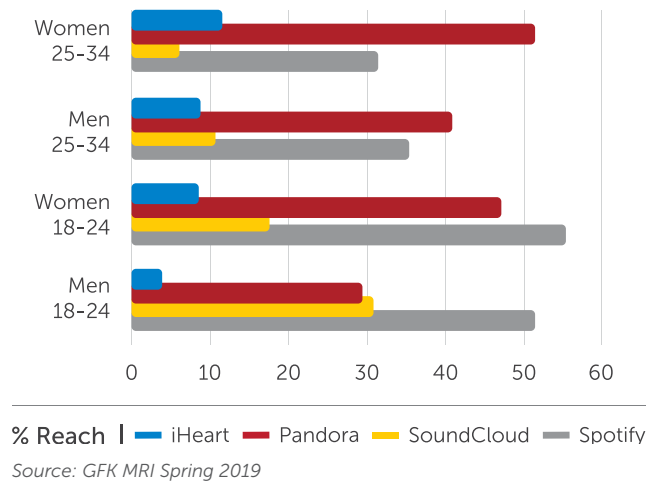
**Exhibit 15: Most Podcast Listener Segments Skew Male**

	Podcast Listeners			Podcast Origin Timeline			
	Total Monthly Podcast Listeners	Weekly Podcast Listeners	"Power" Podcast Listeners 5+ hrs/wk	Podcast Pioneers 4+ years ago	Podcast Start: 2-3 years ago	Podcast Start: 7-12 months ago	Podcast Newcomers Past 6 Months
Average Age	39.5	36.2	36.1	42.7	40.5	38.8	36.2
A18-24	17%	16%	12%	12%	15%	23%	20%
A25-34	27%	33%	40%	22%	24%	24%	38%
A35-49	30%	31%	34%	32%	34%	28%	23%
A50-64	19%	16%	10%	26%	19%	17%	14%
A65+	7%	5%	3%	8%	7%	7%	4%
Male	55%	61%	69%	65%	54%	48%	55%
Female	45%	39%	31%	35%	46%	52%	45%
Apple Mobile Owner*	58%	57%	56%	59%	60%	59%	53%
Android Mobile Owner*	42%	42%	44%	40%	39%	40%	47%

Source: Westwood One and Audience Insights

To round out the use of audio by members of the target group, we see high reach potential with streaming audio services — dominated by Pandora and Spotify.

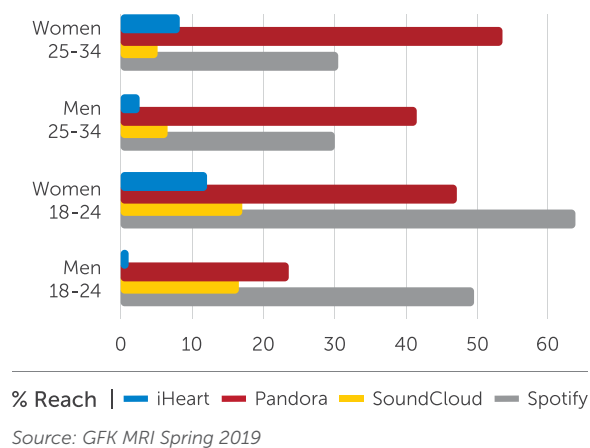
**Exhibit 16: Reach Potential of Streaming Audio**



## Hispanic Radio/Audio Streaming

GFK MRI's Spring 2019 study reports that Pandora and Spotify are the leading online streaming sites among Hispanic Spanish-speaking digital audio listeners.

**Exhibit 17: Hispanic Streaming Audio - Potential Reach**

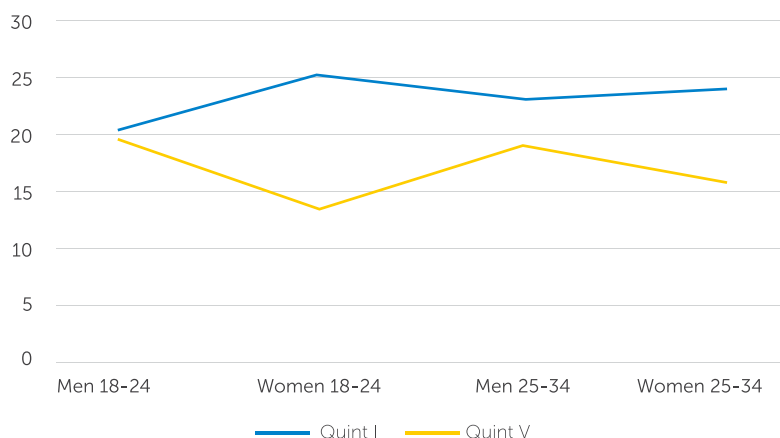


## Radio/Audio Strategy

Due to its high reach, heavy in-vehicle use and efficiency, terrestrial radio will be a key element in the distracted driving plan. Terrestrial radio will be supported by podcasts and audio streaming services such as Pandora, Spotify and SoundCloud.

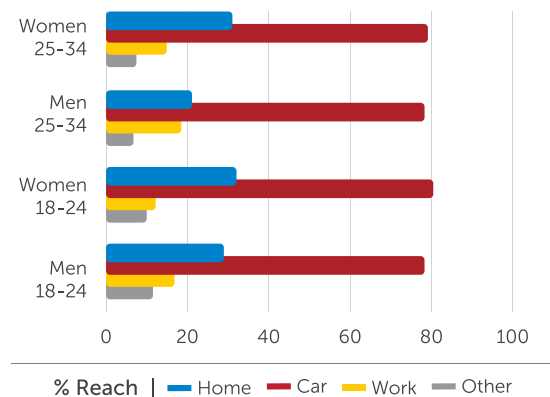
As Exhibit 18 shows, NHTSA's target audience tends to be heavy listeners of radio (Quint I) vs. light listeners of radio (Quint V.) This dispels the theory that younger people no longer listen to the radio. Exhibit 19 details the overwhelming use of radio in-vehicle.

**Exhibit 18:** Reach of Quint I vs Quint V



Source: GfK MRI Spring 2019

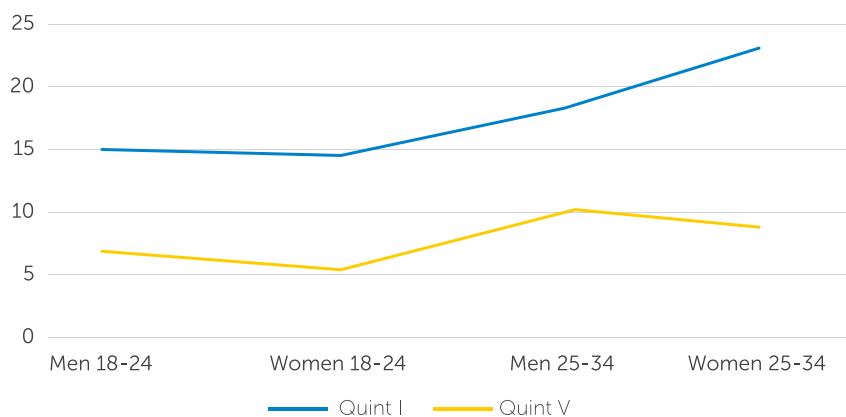
**Exhibit 19:** Where Audiences Listen to Radio/Audio Services



Streaming online radio and podcasts will be included in the plan on top of a base of linear radio placement. In addition to building high reach and frequency, this tactic also allows us to use audience targeting data to increase efficiency.

Hispanic terrestrial radio will be included in the media plan along with audio streaming and podcasts such as Pandora, Spotify and SoundCloud. Similar to the General market findings, the 18-34 demographic for U.S. Hispanics tends to be heavy listeners of radio (Quint I) rather than light listeners (Quint V) during the heavier listening periods of drivetime.

**Exhibit 20:** Hispanic Radio Reach - Quint I vs Quint V



Source: GfK MRI Spring 2019

# Digital Strategy

A strong foundation of brand awareness is necessary for a message to break through the ad clutter and fragmentation that consumers face each day. With the state of the media landscape, it's necessary to reach the audience with a multi-touch approach incorporating both traditional and digital tactics.

The digital strategy will increase frequency to drive strong message recall. These digital tactics will work in concert with the identified traditional media TV and audio tactics, increasing reach, frequency and effectiveness. The digital media plan will span various platforms including programmatic video, display, CTV/OTT and social media channels. Because video is a brand's most powerful story-telling tool, as proven by prior NHTSA campaigns, the large majority of the digital buy will be executed as video placements. The campaign will also use display assets to generate mass reach at an efficient cost.

## Proposed Digital Tactics:

- ▶ Native Custom Content via Publisher Partners
- ▶ Second Screen Content/Commercial Sync
- ▶ Programmatic Video/Display

## Native Custom Content via Publisher Partners

Based on the strong performance of custom content in past NHTSA campaigns, including the distraction campaign, we will look for compelling native content opportunities with appropriate publishing partners. In addition to the NHTSA-produced assets, this custom content will use the site's native editorial talent to reach the audience using talent that they already know and trust.

Publisher partners for the 2019 effort performed well as indicated in the post-buy performance data highlighted below:

Network/ Publisher	Pre- Buy IMPs (000)	Post- Buy IMPs (000)	Index
Conde Nast	4,500.059	5,900.787	131.1%
The Chive	19,390.306	21,408.932	110.4%
Fandom	3,238.096	3,694.361	114.1%
Totally Her	11,677.841	11,847.541	101.5%
Uproxx	5,268.621	8,400.000	159.4%



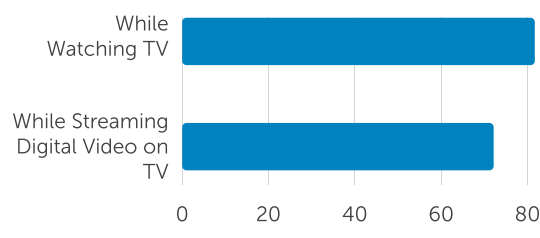
## Second Screen Content/Commercial Sync

It is reported that 80% of adults use two or more devices while watching TV, presenting a need for marketers to incorporate a multi-screen approach in order to break through the clutter to reach audiences. Digital commercial sync and second screen content tactics extend ad experiences from traditional TV sets to simultaneously reach users' digital devices. Utilizing this advanced technology, NHTSA is able to reinforce messaging with video and display ads across second or third screens in the same household.

Digital commercial sync and second screen content are executed via technology embedded into manufacturer television sets with the capabilities to recognize any content that appears on the screen including linear TV, OTT, movies, gaming consoles, and both live and delayed viewing with devices such as a DVR. The embedded device has the ability to both listen and see visuals of the exact programming on television sets down to fractions of a second. Each TV set can be identified by household Internet Protocol (IP) address — a unique numerical label used to identify the household Internet connection, assigned by the Internet service provider.

Top-indexing programming for the target audience will be identified prior to campaign start, enabling commercial sync technology to recognize the moment a user is exposed to such programming, then serving a video or display ad to the smartphone or tablet. A fascinating advantage of this commercial sync tactic is that when appropriate content from a commercial-free streaming service, like Netflix, is on-screen, the NHTSA message can be sent to the user's smartphone, tablet or computer, thereby, in a way, turning Netflix or any other commercial-free streaming service into an advertising vehicle.

**Exhibit 21:** Percentage of Internet Users (A18+) in the United States Who Use Another Device While Watching TV or Streaming Digital Video on TV



Sources: IAB; (MARU Matchbox)

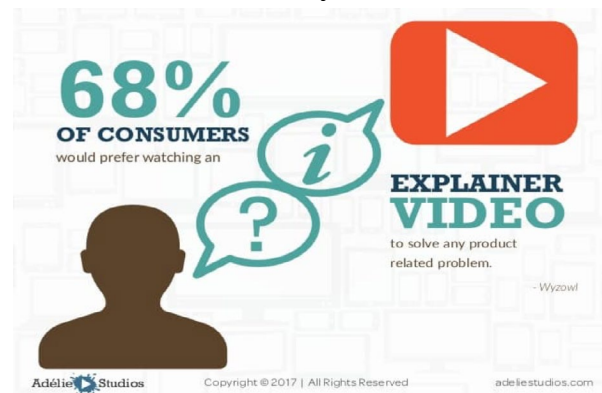
## Programmatic Video/Display

Daily consumer ad exposure has increased drastically year after year. For effective brand lift and recall, it has become imperative for marketers to reach target audiences at various touchpoints across multiple platforms. Display advertising will include visual assets such as banner ads as well as high impact rich media. These pieces will be placed to appear on both premium publisher sites and on other sites via a programmatic buying platform, which allows additional audience segmentation data to be applied to increase efficiency. Within the overall tactic mix, display will provide extremely cost-effective visibility and mass reach to reinforce brand awareness.

Research continues to show the increasing audience receptivity and effectiveness of video advertising. A survey from YouTube shows that 68% of consumers prefer watching a video to get information to solve problems.

Knowing this, NHTSA also will incorporate video within the programmatic buy, reaching the target audience wherever they may be consuming information online. This tactic will allow for reach outside that of the linear, CTV/OTT and TV Everywhere buys and provide a more cost-efficient video avenue that can be used to drive online action.

**Exhibit 22: YouTube Survey**



## Hispanic Programmatic Video/Display

In order to maximize the plan's reach and frequency, we will leverage audience targeting to reach our Hispanic audience aged 18-34 through display, video, native and high impact placements across premium publishers. The media plan will target our audience using data signals and key data types (demographic, behavioral, geographic and contextual) while emotionally connecting through their passion points: entertainment, music and sports (soccer, baseball).

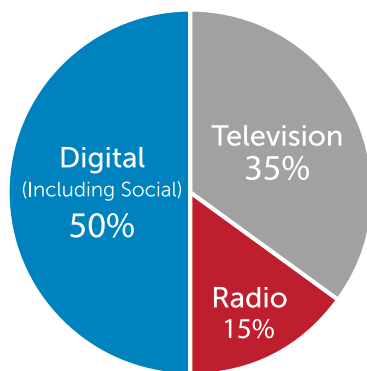
Activation to distribute NHTSA's video assets will be driven mainly through in-stream video inventory both via YouTube and premium publishers' content. TrueView for Reach — which auto-optimizes to reach more unique users — will be used in combination with TrueView In-Stream units, which remarket to viewers of the TrueView for Reach ads, to increase frequency. The campaign also will leverage display and native ads to increase our reach and drive site traffic visits.

# Anticipated Budget Allocation

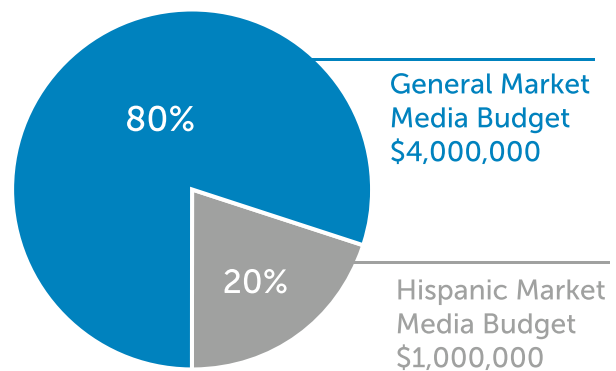
Advertising dollars will be allocated approximately as indicated below to TV, radio and digital/ social media. This will be weighted with 80% of the overall budget targeted to General market and 20% to the Hispanic market across mediums.

Final dollar allocations may be affected by inventory conditions at the time of the buy.

**Exhibit 23:** Allocation Percentage for Media Types



**Exhibit 24:** Allocation Percentage for Markets



This Hispanic budget has been increased to 20% of the total media budget from the more typical 15% due to the fact that the overall budget does not allow for enough dollars to reach the Hispanic target effectively.

# State Level Media Extensions

---

The state level plans can execute a number of strategies to build upon the base paid media reach provided in the national plan.

## **TV**

The national plan will use programmatic television, TV Everywhere and OTT/CTV to reach the adult 18-34 audience with entertainment, non-sports programming. This will run on appropriate cable inventory, network apps via full episode players and OTT services.

The national plan will run approximately a total of 100 GRPs total across the 8-day flight which allows for additional GRPs/impressions from state-level efforts on cable and broadcast outlets.

## **Radio**

The national radio plan will deliver an aggressive level of radio weight to take advantage of the high reach, efficiency and heavy in-vehicle use the medium provides. With this heavy level of radio state plans can consider putting any radio dollars to another medium. The states may want to consider using their local radio media dollars toward audio streaming opportunities, such as Pandora and Spotify, and extend reach potential with partners such as Sound Cloud, TuneIn and Radio.com. Moving those dollars into non-audio opportunities can be considered as well.

## **Digital**

Digital opportunities offer sufficient inventory for states to increase reach and/or frequency within their geography on top of the national plan in a way that is most locally appropriate. This can include utilizing any of the many publisher sites that are created to reach young men and women geo-targeted by market or engaging a programmatic digital effort at the local market level that will build off of the national plan and expose the Distraction message onto a number of other sites to increase reach and frequency.

# Glossary

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## Television

### **Linear TV**

Television service where the scheduled program must be watched at a specific time and on a specific television channel.

### **Programmatic TV**

A TV ad buy that uses data and automation to more precisely target specific consumer audiences.

### **Synched**

Uses a technology platform to automatically trigger a digital ad campaign based on what was viewed on TV. This could extend to video ads on laptops, mobiles and tablets; display ads; ads seen on social media or search marketing.

### **Connected TV (CTV)**

Another term for Smart TV; refers to any TV that can be connected to the Internet and access content beyond what is available via the normal offering from a cable provider. Connected TVs are designed to provide a more immersive experience for TV viewers by delivering interactive features such as web browsing, social networking, video-on-demand and video streaming in addition to regular television content.

### **Over-the-Top (OTT)**

A device connected to a TV streaming media as a stand-alone product directly to viewers over the Internet, bypassing telecommunications, multichannel television and broadcast television platforms that traditionally act as a controller or distributor of such content. Popular examples are Roku, Chromecast, Amazon Fire Stick, Apple TV and the major gaming consoles.

### **TV Everywhere**

A feature of broadcast television services that lets users access live and on-demand content via mobile devices as part of their subscription to a paid TV provider. For example, users with a cable subscription can download the ESPN Watch app and watch ESPN programming via computer, table or phone – everywhere.

## Radio

### **Terrestrial**

Any radio signal that travels along the land, is broadcast from a land-based station and is received by land-based receivers (AM/FM radio).

### **Audio streaming**

Delivering real-time audio through a network connection.

## Digital

### Second Screen

A mobile device used while watching television, especially to access supplementary content or applications.

### Programmatic Digital

Automated bidding on advertising inventory in real time, for the opportunity to show an ad to a specific customer within a specific context.

### TrueView

A YouTube video ad format that gives the viewer options, the most common of which is the ability to skip the advertisement after five seconds. Sponsors pay only for ads that are viewed in their entirety or until 30 seconds have elapsed.

## Overall

### Flight

Advertising timing strategy where ads or commercials are run during a period (called a flight). The higher the weight of the advertising, the more often it is seen.

### Reach

The number of people a marketing message touches or the number of people that are exposed to a message during a given time.

### Frequency

The number of times a consumer sees a message.

### Audience Targeting

Using data points to target specific segments of the population based on their demographics, interests and behaviors.

### Native Advertising

A form of paid media that matches the look, feel and function of where the ad appears. Native ads are often found in social media feeds or as recommended content on a webpage.

### Quintile

In quintile analysis, respondents are ranked in descending order of total hours tuned in, hours spent on the Internet, etc. with the list of respondents in each case then broken into equal fifths, or quintiles. Quintile I is the heaviest use group and Quintile V is the lightest use group.